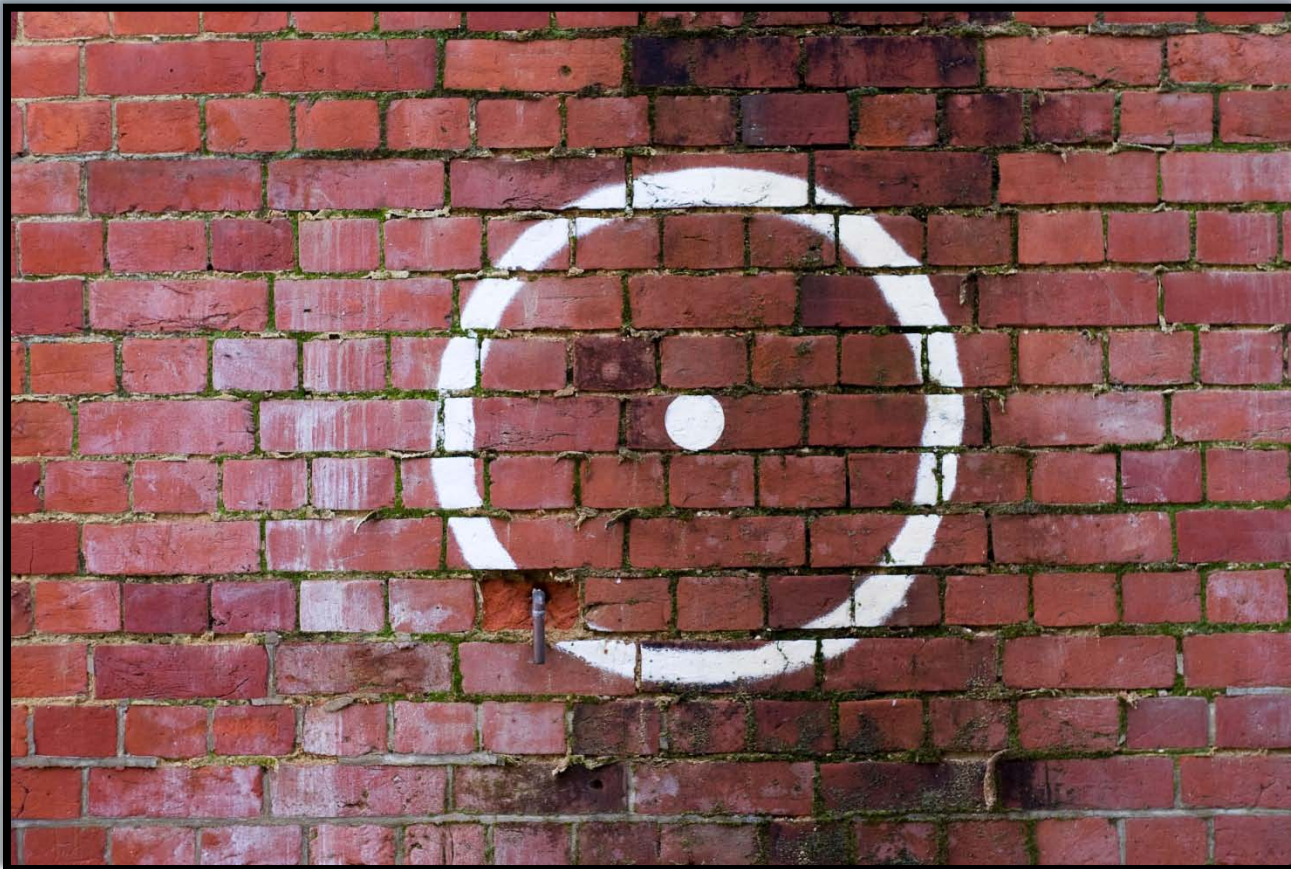




DISCOVER  
A NEW WORLD  
OF KNOWLEDGE

Session 309: No Money? No Problem!  
Making the Most of Partnered Service





There must be a better way!



Michelle Croce  
DB Consulting Group, Inc.

Donia Nolan  
Tietronix Software



# Our customer base is unique.

Astronauts from  
around the world...





Rocket Scientists  
(literally!)...



## Flight Surgeons and Medical Personnel...





... and a lot of  
Engineers.



# Our customers are widespread.

Lyndon B. Johnson  
Space Center (JSC)  
*Houston, TX*



# White Sands Test Facility *Las Cruces, NM*





Ellington Airport  
*Houston, TX*



Sonny Carter Training Facility  
*Houston, TX*



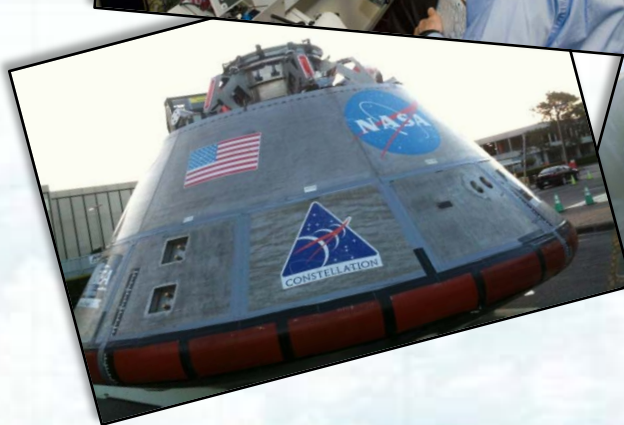


# International Space Station (ISS) *In Orbit*









...but what about *us*?

What innovations  
could improve our  
customer service  
**processes?**





**Self-service**

Understandable answers

Convenience

Simple tools

Options

Shared information

Searchable knowledge base

Timely responses

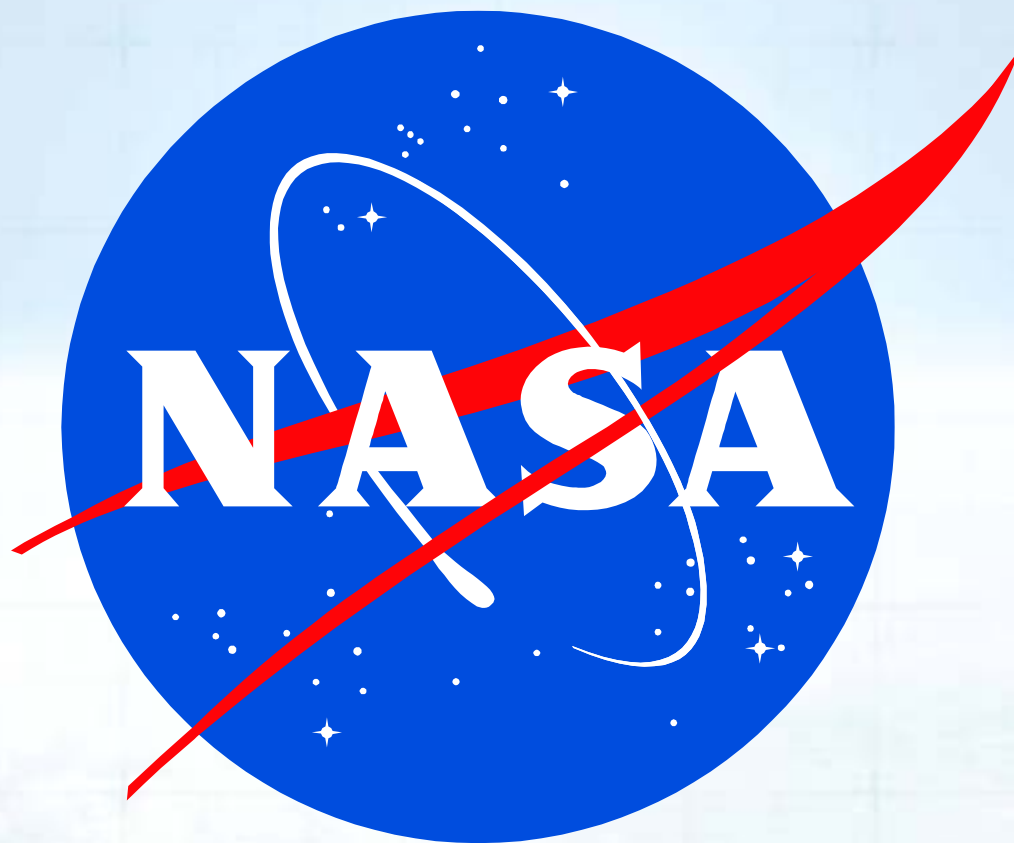
Familiar choices

**Expertise**

Relevant news

*Live Support*







*In keeping with industry trends, IRD*Live* is a new and exciting customer support model that introduces the concept of ‘partnered service.’ IRD*Live* provides the JSC community with new ways to reach out to IRD and new opportunities for IRD to respond.*

## Partnered Service:

*A customer support model that allows you to choose how you receive service.*

# IRDLive is...

Hey, You!

Help Desk

Old E-mails

Hallway  
conversations

Boards &  
Meetings



Customer Support  
Center

Meeting  
Presentations

Handouts

Project Managers

Web Site



# IRDLive is...

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# Choices

## **Self Service**

Google Search  
Web Site  
Wiki

## **Community Support**

Discussion Lists  
Blogs

## **Traditional Support**

Help Desks  
Ask the Expert  
Training  
Webinars



The first step...





# Webinar:

a live online educational presentation during which participating viewers can submit questions and comments

*(Merriam-Webster Dictionary)*

# Live Webinars

We provide the experts and the WebEx...



... customers provide the questions.





Home | My SRs | Create an SR | Reports | Approve SRs | Approval Group Mgmt | Help | Log Out

Approval Path: **NoOrg-ODIN**

Status: **Authorized**

Comments:

Date Created: **02/01/2012**

SR: **208393**

**Service Request Information: SR# 000208393**

Requester Name:  
CROCE, MICHELLE C.

Phone Number:  
281.244.1616

Responsible Org:  
OA

SR Title:  
Fax Orders for ISS

Requested Due Date:  
02/08/2012

Reason for Service:  
ISS would like to purchase ODIN Fax machines.

**Shopping Cart:**

Item:	Ready to Submit:	User Name:	JSC Seat ID:	Cost:
ODIN Assessment / Other Catalog Order - OOSP12034.6	YES YES			\$150.75
				<b>Total Cost: \$150.75</b>

**SR Items:**

**ODIN Assessment / Other:**

**Description of Requirement:** ISS would like to purchase the listed ODIN Fax machines (see attachment - highlighted in blue)

**Justification:** Faxes are needed under new contract.

Attachments: To view an attachment click on the file.

Filename

Meeting Controls

Chat

from Donia Nolan to Host (privately):  
I submitted an SR to purchase fax machines, but I can't find any info about the status? SR#208393

Send to: **All Participants**

Send

You are sharing your Desktop



# What did our customers think?

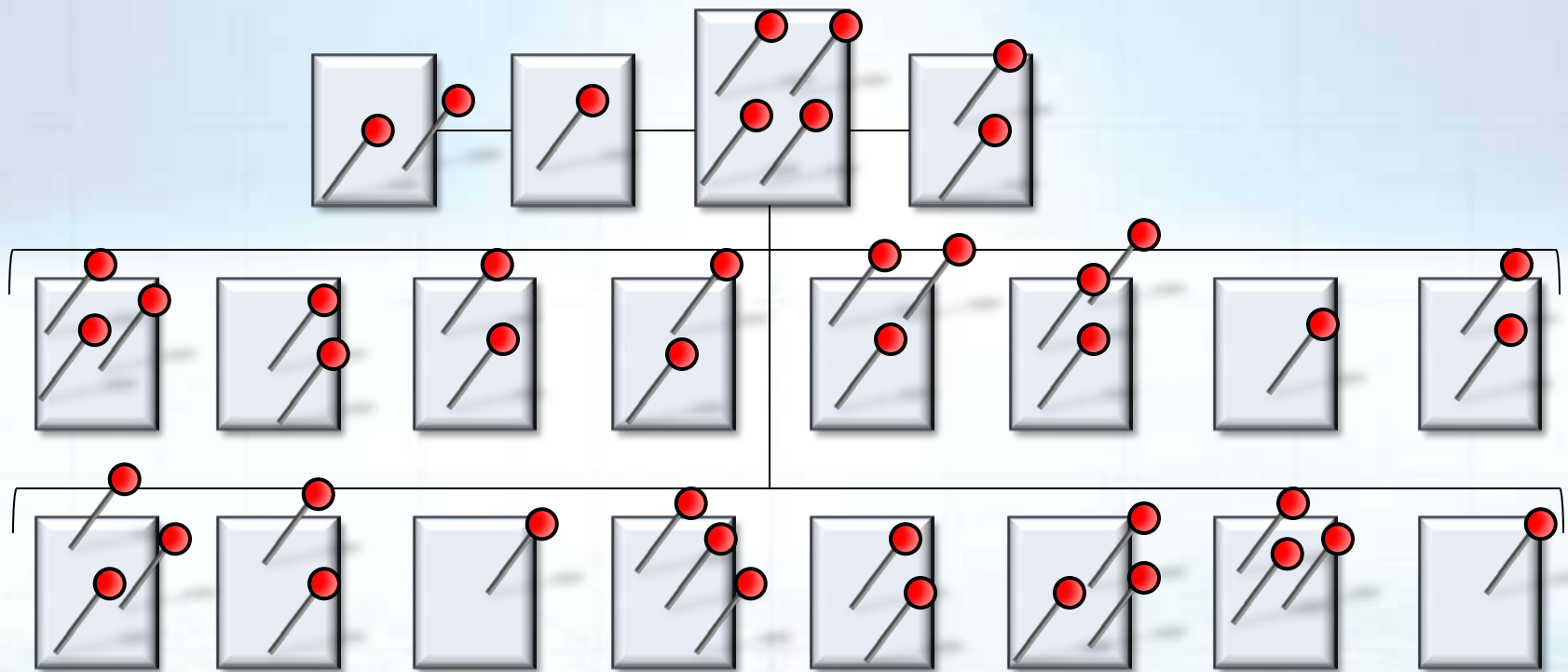
- “I learned so much about *where to look* for different items and *where to go* to get answers to my questions.”
- “I learn a lot from other people's questions.”
- “I have already used the knowledge I gained to find information on the IRD website!”
- “This is the best thing I have ever heard about how to find services.”
- “Overall I found the session to be very helpful in learning how to navigate and *find my own solutions*.”
- “Presenters were articulate, clear and professional. Appreciated the way each presenter took turns answering questions or answered questions in their field of experience. Well done.”



## Discussion List:

a website where people can discuss a particular subject  
*(Macmillan Dictionary)*

# *Live* Communities







johnson space center

## Information Resources Directorate

Sign In

## About IRD

## wIRed in

## Who to Call

## InfoPedia

Home	Computer Services	Network Services	Phone Services	Document Management	Photo & Video	History & Library Services	Graphics, Print, & Copy	Policy & Planning
------	-------------------	------------------	----------------	---------------------	---------------	----------------------------	-------------------------	-------------------

Actions ▾

View:

Subject ▾

Subject	Replies	Last Updated	Post
<a href="#">Social Media and Exiting Employees</a>	1	4/14/2011 11:26 AM	<p><b>Social Media and Exiting Employees</b></p> <p>Does IRD offer any guidance or best practices for tracking social media accounts and owners/admins or for handling accounts as employees exit?</p> <p>I know for Facebook pages, an admin can remove another admin when they leave NASA... but that assumes the right people were selected as admins and that they are aware of the responsibility to update admins as needed. For Yammer, it seems any user can click a link to say a member has left the organization... but who's responsibility is that?</p> <p>I'd be interested in any center-wide info/discussion or to hear how other organizations are dealing with this.</p>
<a href="#">Is SKYPE available at JSC?</a>	1	12/13/2010 9:32 AM	<p><b>Is SKYPE available at JSC?</b></p> <p>SKYPE is currently not available at JSC at this time. Per James McClellan, NASA is currently investigating other options for video conferencing software.</p>
<a href="#">YouTube Policy</a>	1	9/8/2010 2:31 PM	<p><b>YouTube Policy</b></p> <p>Am I allowed to go look at YouTube videos while at my workstation during my lunch break?</p>
<a href="#">Blogging at JSC</a>	1	9/8/2010 10:30 AM	<p><b>Blogging at JSC</b></p> <p>I noticed that a co-worker of mine is posting personal stuff on their MyJSC blog page. Is that acceptable?</p>
<a href="#">What is Twitter?</a>	0	9/7/2010 8:56 AM	<p><b>What is Twitter?</b></p> <p>(from wikipedia)</p> <p><b>Twitter</b> is a <a href="#">social networking</a> and <a href="#">microblogging</a> service, owned and operated by Twitter Inc., that enables its users to send and read other users' messages called <i>tweets</i>. Tweets are <a href="#">text-based</a> posts of up to 140 <a href="#">characters</a> displayed on the author's <a href="#">profile</a> page. Tweets are publicly visible by default, however senders can restrict message delivery to their friends list. Users may subscribe to other author tweets—this is known as <i>following</i> and subscribers are known as <i>followers</i>. As of late 2009, users can follow <a href="#">lists</a> of authors instead of following individual authors.<sup>[7][8]</sup> All users can send and receive tweets via the Twitter website, compatible external applications (such as, for <a href="#">smartphones</a>), or by <a href="#">Short Message Service</a> (SMS) available in certain countries.<sup>[9]</sup> While the service is free, accessing it through SMS may incur <a href="#">phone service provider</a> fees. The website is based in <a href="#">San Bruno, California</a> near <a href="#">San Francisco</a> (where the website was first based). Twitter also has servers and offices in <a href="#">San Antonio, Texas</a> and <a href="#">Boston, Massachusetts</a>.</p>



Failure is not an option!



**Failure is just one part of a process.**



What else can we do  
with Partnered  
Service?



IRDLive Ask the Expert





# Live Panel Events





# Innovation Day Exhibit

“The devil is in the details.”

The details needed attention to ensure the success of the new Partnered Service model.



To provide Partnered Service, we also had to:

- Develop new knowledge sharing processes
- Increase findability with Google KeyMatches
- Train our SMEs to use the IRDLive Partnered Service model to better support customers
- Implement surveys and use metrics to gauge customer engagement



# What's next?





Podcasts



Blogs



Chat



Mobile Apps



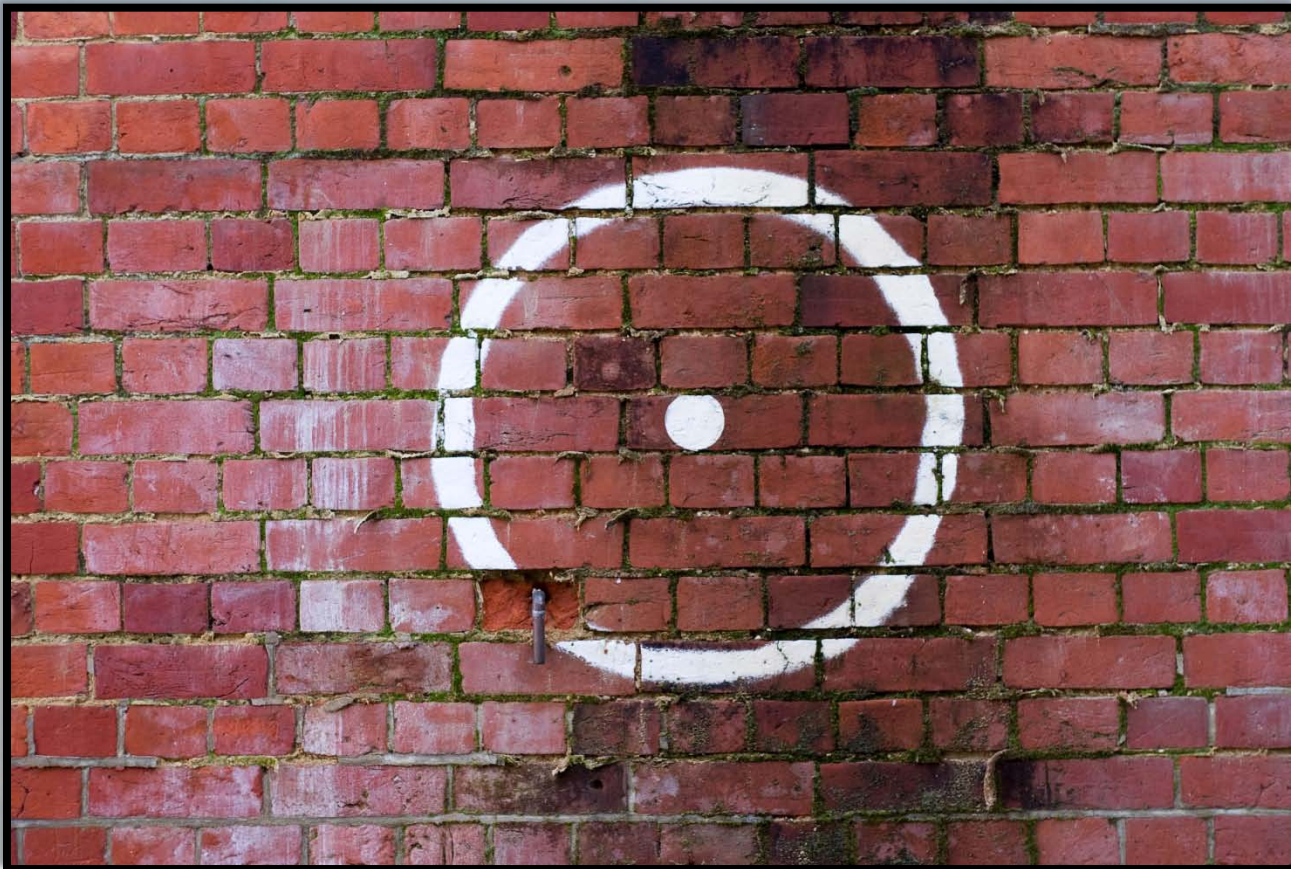
SMS

Your idea here.





# Step 1: Identify your pain points!



Brainstorming helped us identify pain points for our customers, our organization and ourselves.



Brainstorming...

- Outreach is too technical
- Information and outreach focused on technical groups, not general customer base
- Hard to find information – sometimes have to call multiple support groups
- Responses to customers are slow when support groups need to get information from experts
- Customers use complex tools already – uninterested in learning new tools
- Information is pushed to the customer with little opportunity for them to respond – limited interaction



## Step 2: Identify the value of fixing it





What do our customers consider value? What are they willing to buy? What did they need that we could provide?



... and more  
Brainstorming.

- Options
- Information
- Self-Service
- Relevant updates & news
- Understandable answers
- Searchable knowledge base
- Simplicity
- Convenience
- Timely Responses
- Expertise
- Shared Information

Sound familiar?

**Self-service**

Understandable answers

Convenience

Simple tools

Options

Shared information

Searchable knowledge base

Timely responses

Familiar choices

**Expertise**

Relevant news

*Live Support*

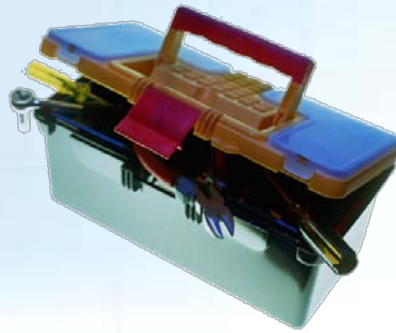
# Step 3: Check your toolbox



**Customer Service Toolbox**



# Step 4: Check your neighbors tools



Departments



Companies

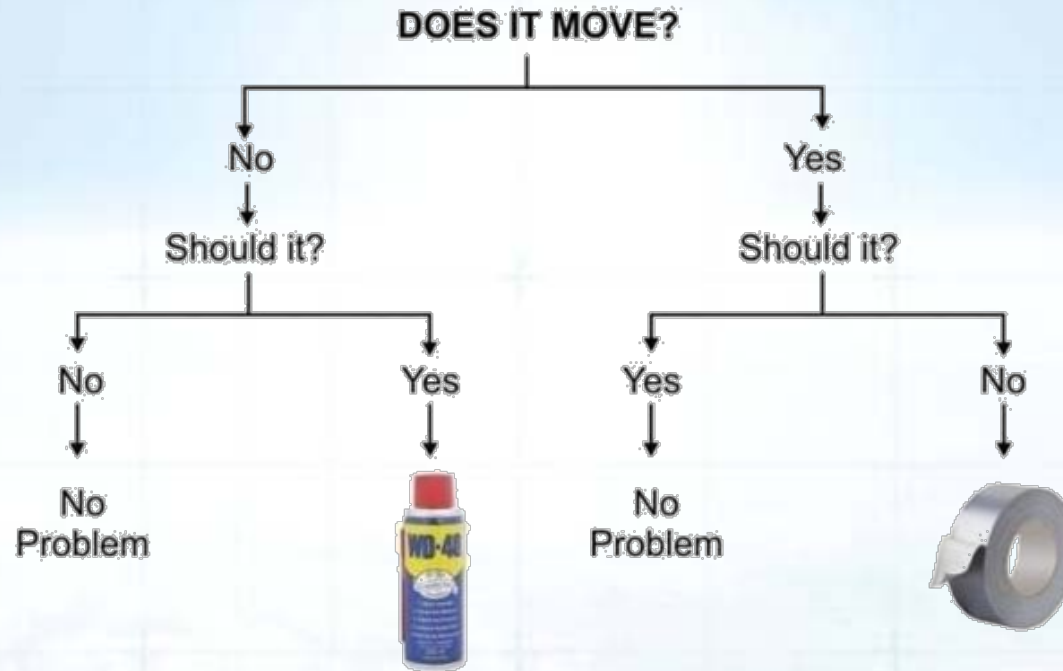


Organizations



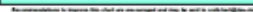
Others who do what you do

# Step 5: Make a plan





**The Milestone Decision Authority may authorize entry into the acquisition process at any point, consistent with phase specific entrance criteria and statutory requirements.**





Plans come in all shapes & sizes.  
Tailor yours to meet your needs.  
Use resources you already have.

The screenshot shows the IRD Live Customer Support Center website. The top navigation bar includes the IRD logo and a breadcrumb trail: Inside IRD > IC - End User Services > Sites > Customer Support Center > Sites > CSA > IRD Live. A search bar is located on the right. Below the navigation bar, there's a section for 'Site Actions' and 'Browse' with a 'Page' indicator. The main content area is titled 'IRDLive Working Group Guidelines' and contains several paragraphs of text. A table titled 'Open Actions' is displayed, showing a list of tasks with columns for Title, Assigned To, Status, Priority, Due Date, and % Complete. A 'Helpful Links' section is located on the right side of the page.

Inside IRD > IC - End User Services > Sites > Customer Support Center > Sites > CSA > IRD Live

Search this site...

I Like It Tags & Notes

Nolan, Donia E. (JSC-SA4)[TIETRONIX SOFT...

Site Actions Browse Page

Customer Support Center CSA CSC Weekly Staff Meeting CSS/CSA Support PKI SharePoint CSC Training Classes

**IRDLive Working Group Guidelines**

**IRDLive Working Group**

Communication outside of meetings or new topics not listed on meeting agendas will be via the [discussion list](#).

Actions will be statused in the [task list](#).

All documents can be found in the [document library](#).

Meeting Agendas and Minutes will be posted in the [document library](#).

WebEx will be used in order to facilitate participation and explore WebEx tools and features.  
We meet every Wednesday in 45/651 at 11:30  
**WebEx Meeting number:**  
**Audio conference:**  
**Participant Code:**

**WebEx Meeting password:**

**Open Actions**

<input type="checkbox"/>	Title	Assigned To	Status	Priority	Due Date	% Complete
<input type="checkbox"/>	Document Governance for IRD Internally	Croce, Michelle C. (JSC-IC)[DB Consulting Group, Inc.] Nolan, Donia E. (JSC-SA4)[TIETRONIX SOFTWARE INC] Foote, Kelly L. (JSC-IC)[DB Consulting Group, Inc.]	Not Started	(2) Normal	2/11/2011	
<input type="checkbox"/>		Quinn, Mary (JSC-IC)[DB Consulting Group, Inc.]	Not	(2)	11/15/2010	

**Helpful Links**

- Do it Yourself Podcast
- Pre Phase A Implementation Plan
- Widget Link
- IRD Social Media Website
- How to create an alert for a list or library
- Imagery Online - Now with Wikis!

## Step 6: Sell it!



# Step 6: Sell it!





You'll need buy-in to be successful. Focus on finding a champion and be prepared to sell your idea.



- Plan for risks and mitigation strategies
- Anticipate questions and be prepared to respond
- Highlight benefits to customers and your organization
- Estimate cost impacts if appropriate
- Create and demonstrate a prototype
- Prepare for a pilot study
- Establish success criteria
- Develop an implementation strategy

# Step 7: Stand it up



Be prepared to implement your idea when you receive the “GO for Launch.”

Consider your implementation options:

- Conduct an internal pilot
- Go live in phases
- Look for easy successes
- Gather customer input – don’t forget your internal customers
- Focus on your first adopters

# Step 8: Pawn it off if you can





## Step 8: Pawn it off if you can



Be prepared to transition your idea from a project state to operations.



- Document, document, document!!
- Training
- Monitoring
- Check-Ups
- Include transition in initial planning

# Step 8: Rinse & Repeat





*“The man with a new idea is a crank, until the idea succeeds.”*  
- Mark Twain

Thank you for attending this session.  
Don't forget to complete the evaluation!